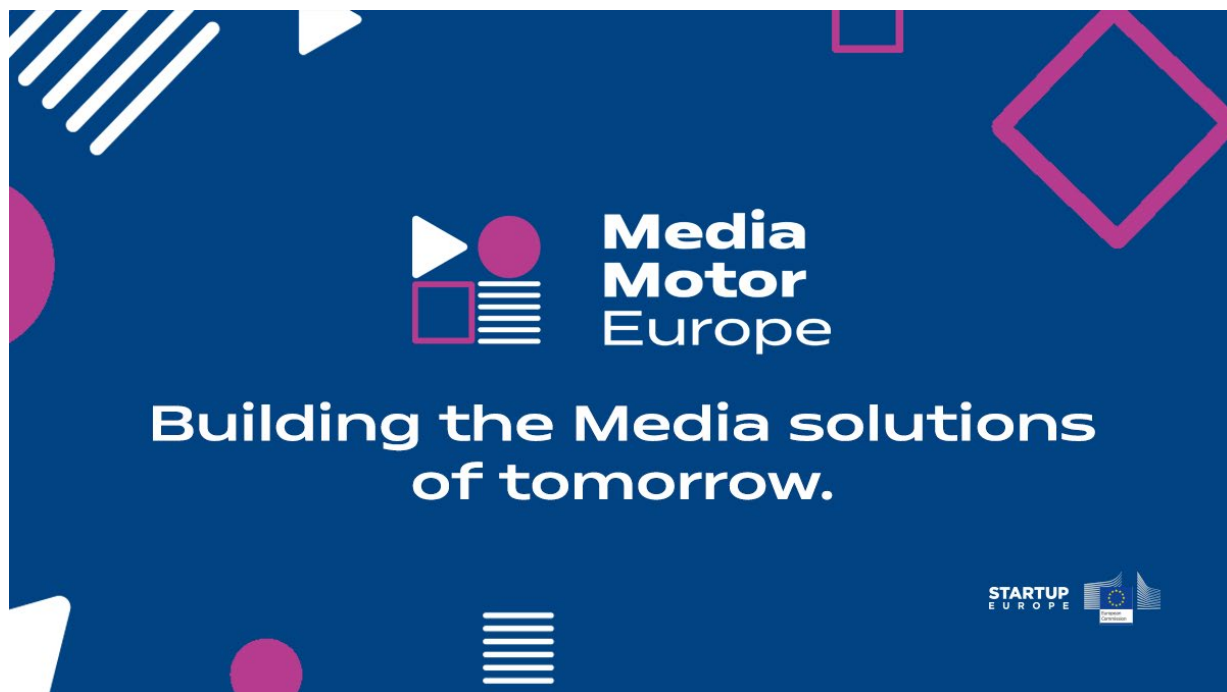


For immediate release

MediaMotorEurope supports high-potential European deeptech innovators in building the Media solutions of tomorrow

MediaMotorEurope (MME), a new project co-funded by the European Commission's Horizon 2020 programme, wants to nurture high-potential European deeptech innovators solving today's most prominent media industry challenges and support them in building scalable media solutions.

With a tailored mentoring programme for deeptech startups and scaleups, MME will create a strong ecosystem of notable players in the media and creative industries: mentors, corporations, investors, media organisations, journalists and accelerators.



This vibrant ecosystem will support the selected companies to grow their business and bring to the market unique solutions for some of the biggest challenges and needs that the media sector faces nowadays:

- the fight against misinformation and fake news
- improved accessibility and inclusion of media services for people with disabilities
- more advanced human-machine interaction



- better protection of personal data through new technologies
- transition towards a data-driven media 4.0 market

MME is powered by strong media and innovation hubs, as well as key players in the tech and investment scene: VRT, Media City Bergen, Thermi, Athens Technology Center, Cluster Sofia Knowledge City, FastTrack, and F6S.

Each deeptech innovator will embark on a dedicated six-months support programme with coaching services focused on company development, technology testing and validation, market readiness for the media industry, corporate matchmaking and pitching. The service pack will be delivered by 4 innovation hubs with support from a collaboration platform. The top performing startups will be invited to showcase their innovations at international events. All services will be delivered for free thanks to Startup Europe.

MediaMotorEurope will launch three open calls throughout 2020 and 2021, selecting and supporting the scale-up of a total of 60 startups. Stay tuned for the first open call - to be launched in May 2020!

Follow us today to take part in shaping the media solutions of the future.

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